

FAX

Date 9/29/97

Number of pages including cover sheet 3

TO: Charlie Iszard
Amerada Hess Corp.

FROM: G. N. Kuruc, Jr.
R. J. Reynolds Tobacco
Company
400 Raritan Center
Parkway
Edison, NJ 08889

Phone

Fax Phone 908-750-7163

Phone 908-225-4774
Fax Phone 908-417-9076

CC:

REMARKS: *Urgent* *For your review* *Reply ASAP* *Please Comment*

E Mail sent to Retail Division Managers regarding display compliance.

Letter to independent Hess Dealers.

51847 3294



Tobacco Company

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, NJ 08837
Phone 908-225-4774
Fax 908-417-9076

September 29, 1997

To: All Hess Independent Dealers

The example of a Direct Mail offer of a \$2.00 per carton/\$.20 per pack discount that is attached is a Program we are currently working with Hess Mart and Gas Stations that is funded using the RJR Retail Partners Accrual Program.

If you are currently participating in the Retail Partners Program this type of offer is available to your location. If you are not participating in the Retail Partners Program, and you sell a minimum of 18 RJR Cartons weekly please feel free to contact me at 908-225-4774. I will be happy to put you in touch with your local RJR Representative.

G. N. Kuruc, Jr.

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